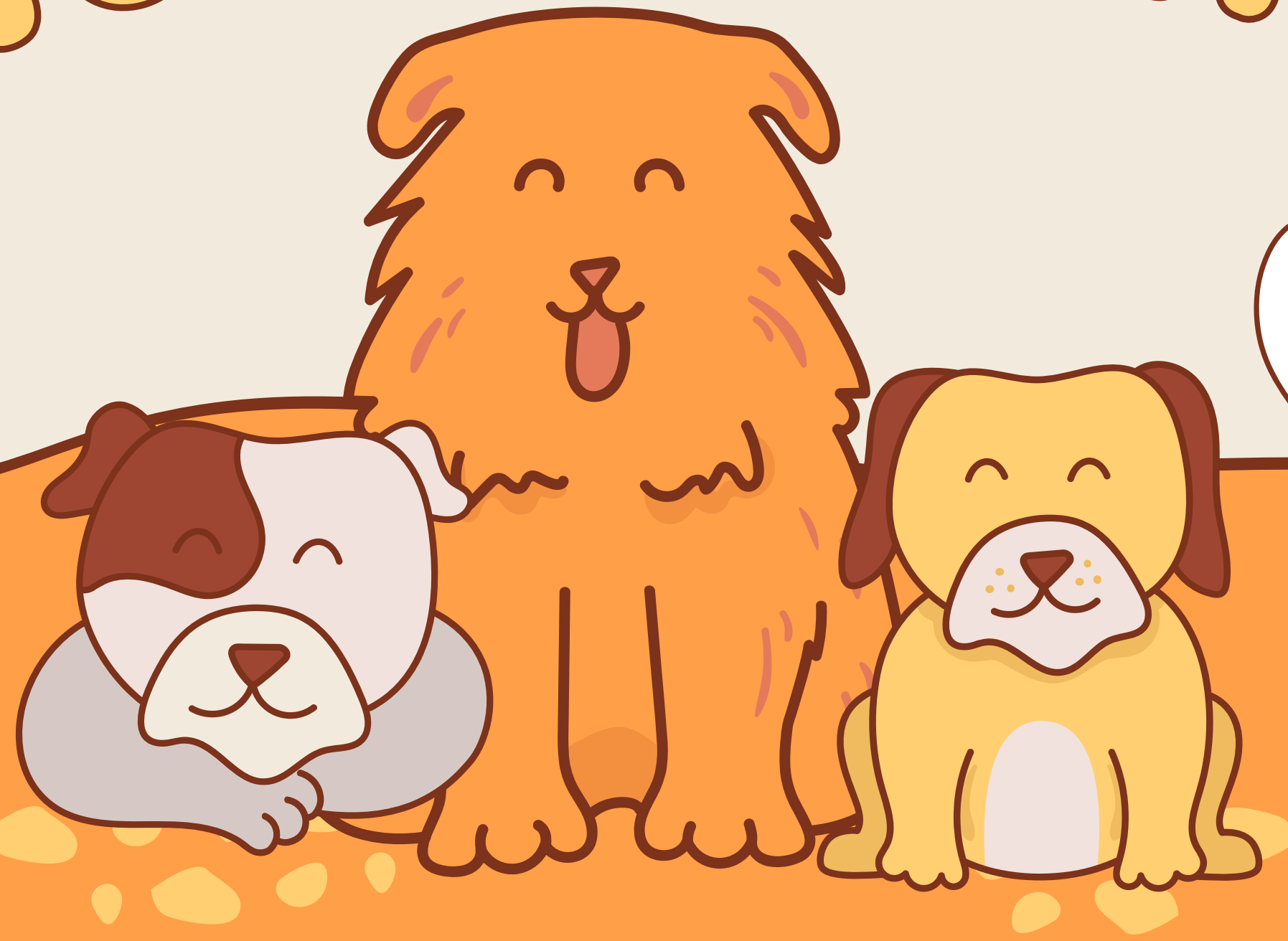
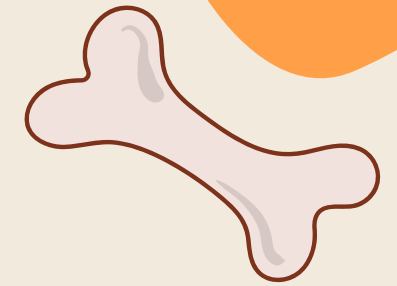


# DESIGN THINKING



HOLLY EVANS, ERIN GEORGE, KAILIN  
NGUYEN, JACK VICTORY

# THE PROBLEM



## The 4-6 Rush



Clients picking up adopted pets and visitors coming to browse adoptable pets

# OUR INITIAL "HOW MIGHT WE...?"



How might we better  
prepare for the 4-6  
rush?



# 3 BY 3

Sometimes Young Williams doesn't have everything prepared for adopted pets

Lack of technology resources

Pets can be unpredictable which can cause variations throughout the day

Paperwork and medication takes a variable amount of time to process

People go to see animals (whether its adopted animals or just because)

People find emotional benefits from being around animals

To pass time/boredom

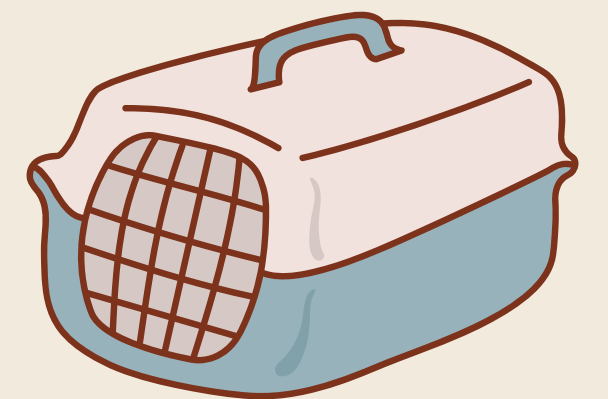
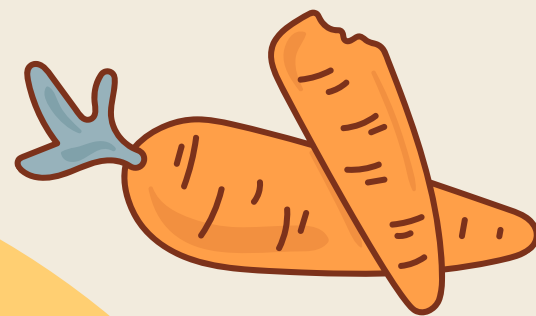
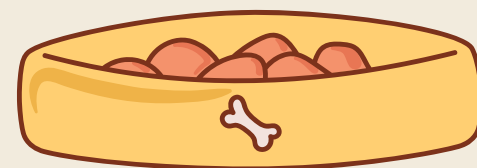
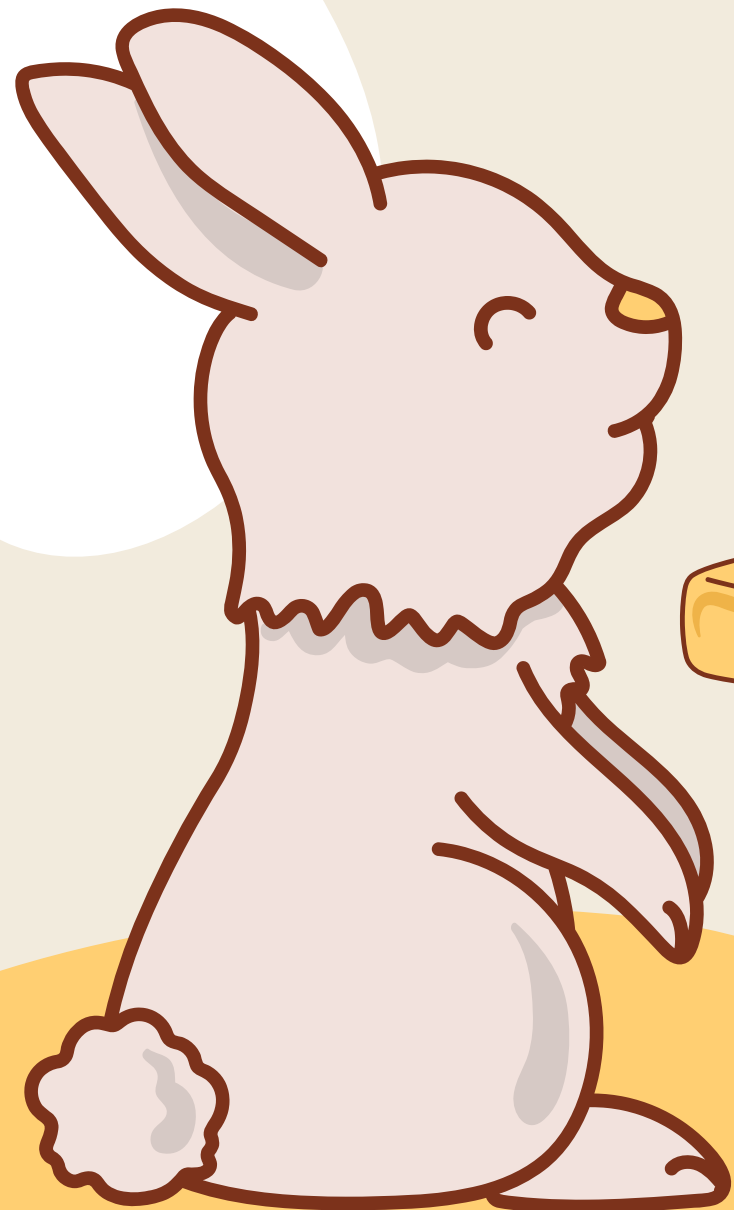
Young Williams provides a cheap alternative to acquiring a pet

No streamlined adoption process

Pet adoption can be a spontaneous decision. Visitors are both welcome and beneficial.

Habit/years of doing it the same way

Don't want to deter people with a complicated system



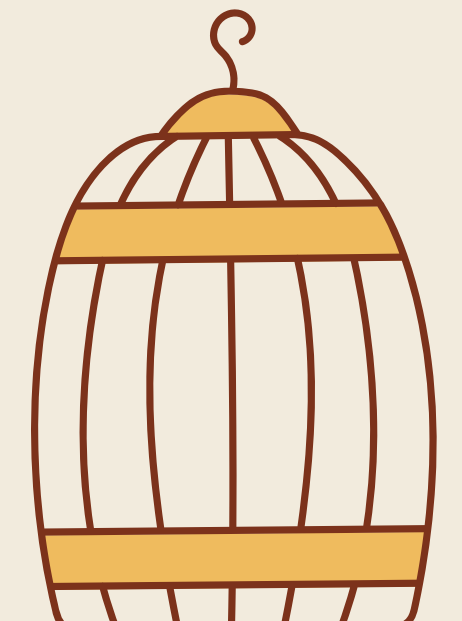
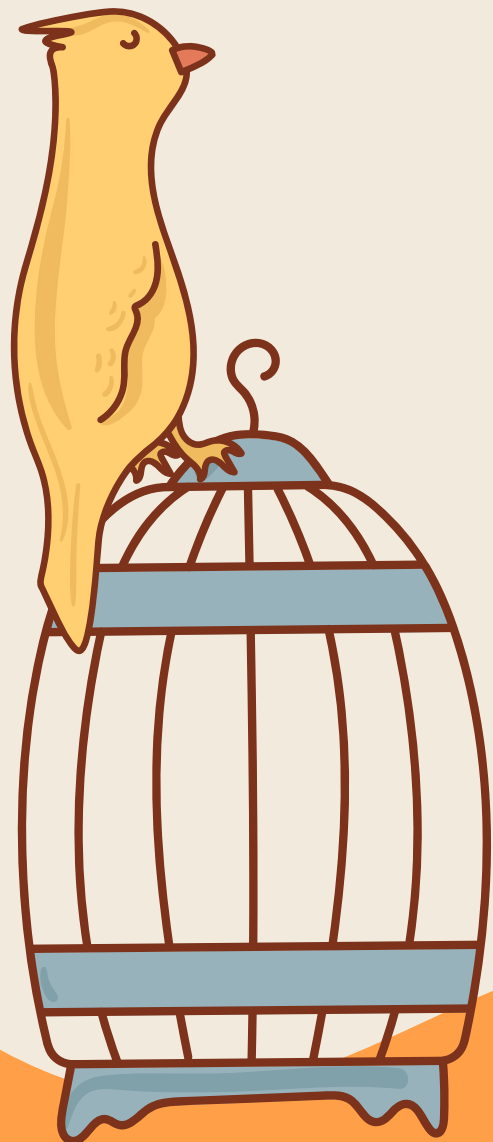
# TOP INSIGHT

"Young Williams doesn't want to deter people with a complicated system"

**1** AUTHENTIC: Customers have many different backgrounds which may prevent them from utilizing a complex system.

**2** REVEALING: Consumers prefer simplistic systems that are easily maneuvered.

**3** NON-OBVIOUS: A complicated system could prevent people from having a positive experience at Young Williams.



# TOP 3 QUESTIONS

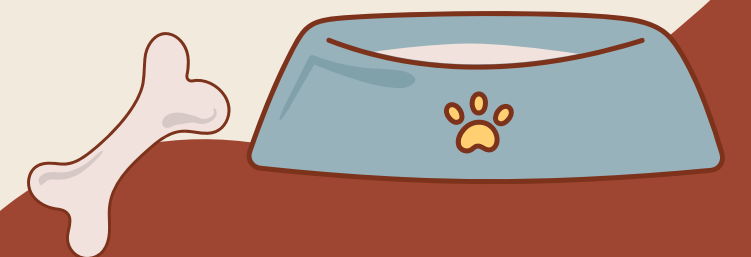
How might we simplify the adoption process while still providing the ideal client experience?



How might we create a simple, standardized process for clients?



How might we help all clients feel organized during the rush hours?



# TOP QUESTION

How might we create a simple, standardized process for clients?

## Simple

- “Uncomplicated”
- “Simplify”

## Standardized

- “Feel organized”
- “Systematic”



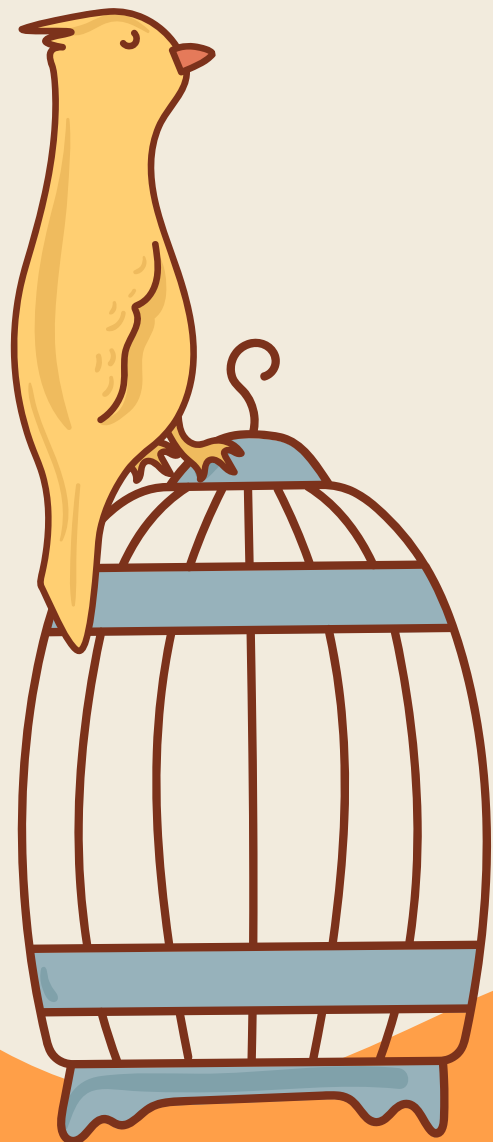
# TOP IDEA

"Add an addition to the building that includes a retail shopping section and 2 separate lobbies: one for adoption and one for visitors"

**1** CONNECTED: The customers are in need of a system that meets their individual needs in an efficient and helpful manner

**2** RELEVANT: This idea is a user friendly system for those adopting/visiting and offers additional boost of organization and simplicity during the 4-6 rush

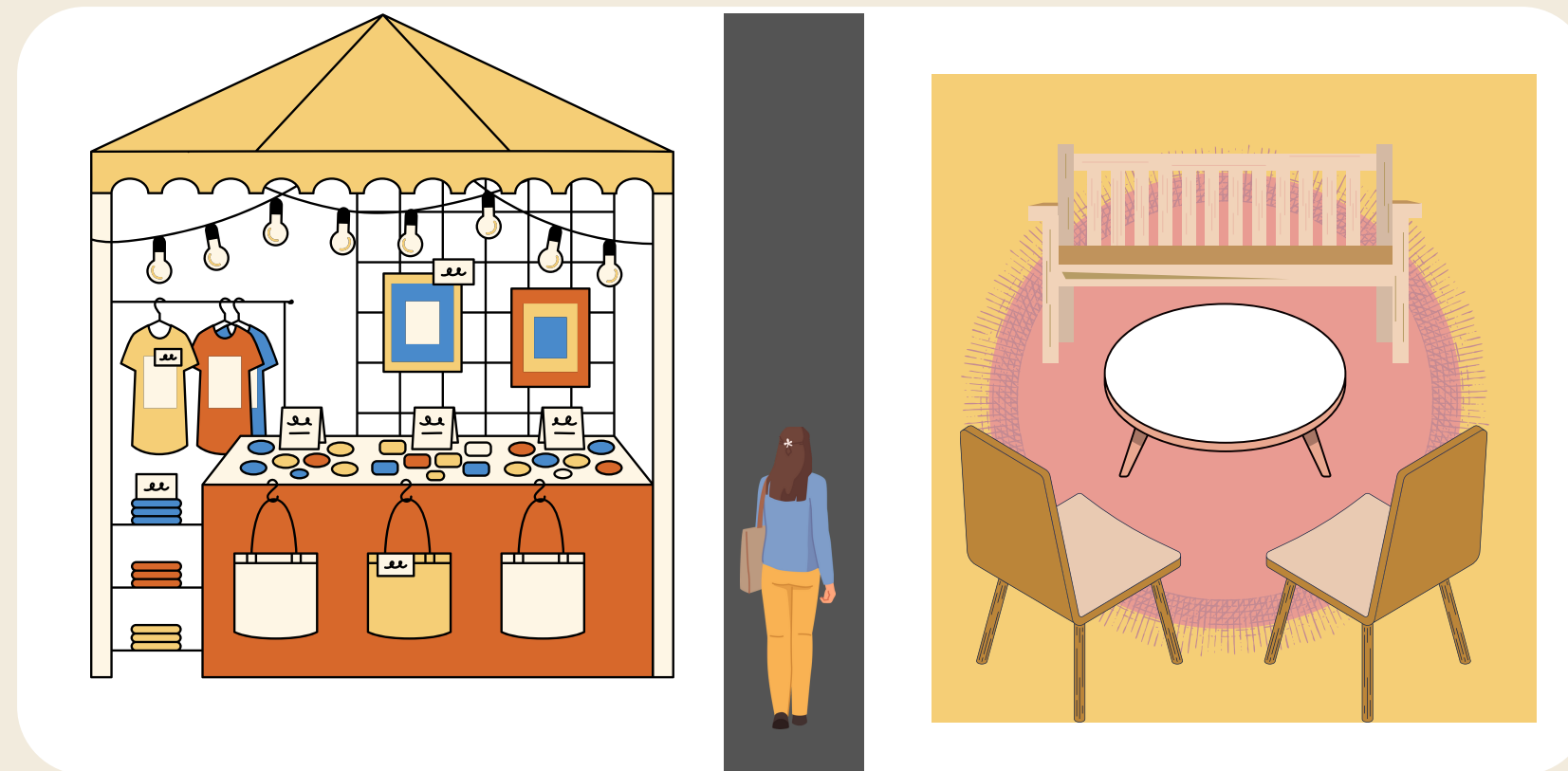
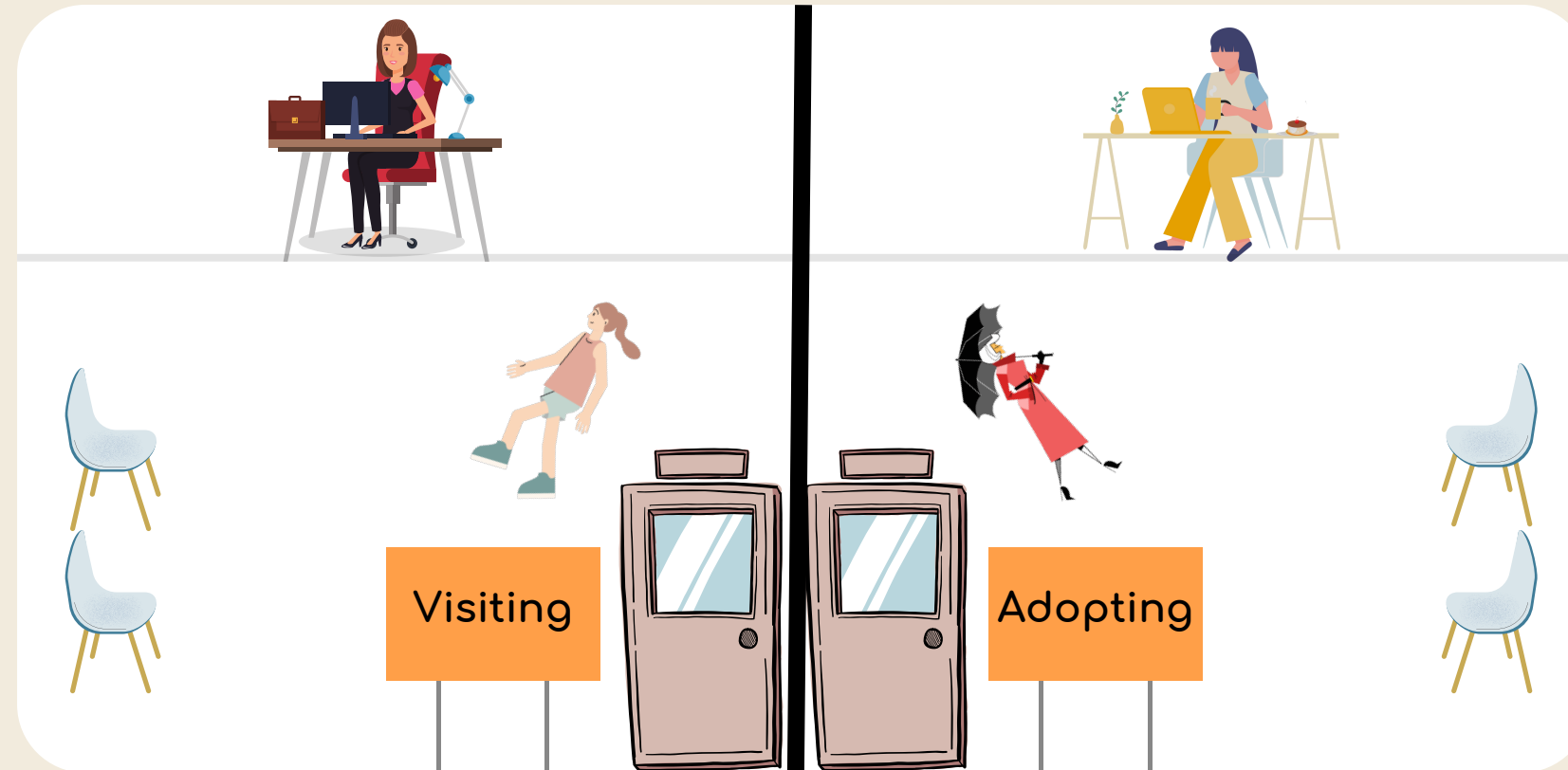
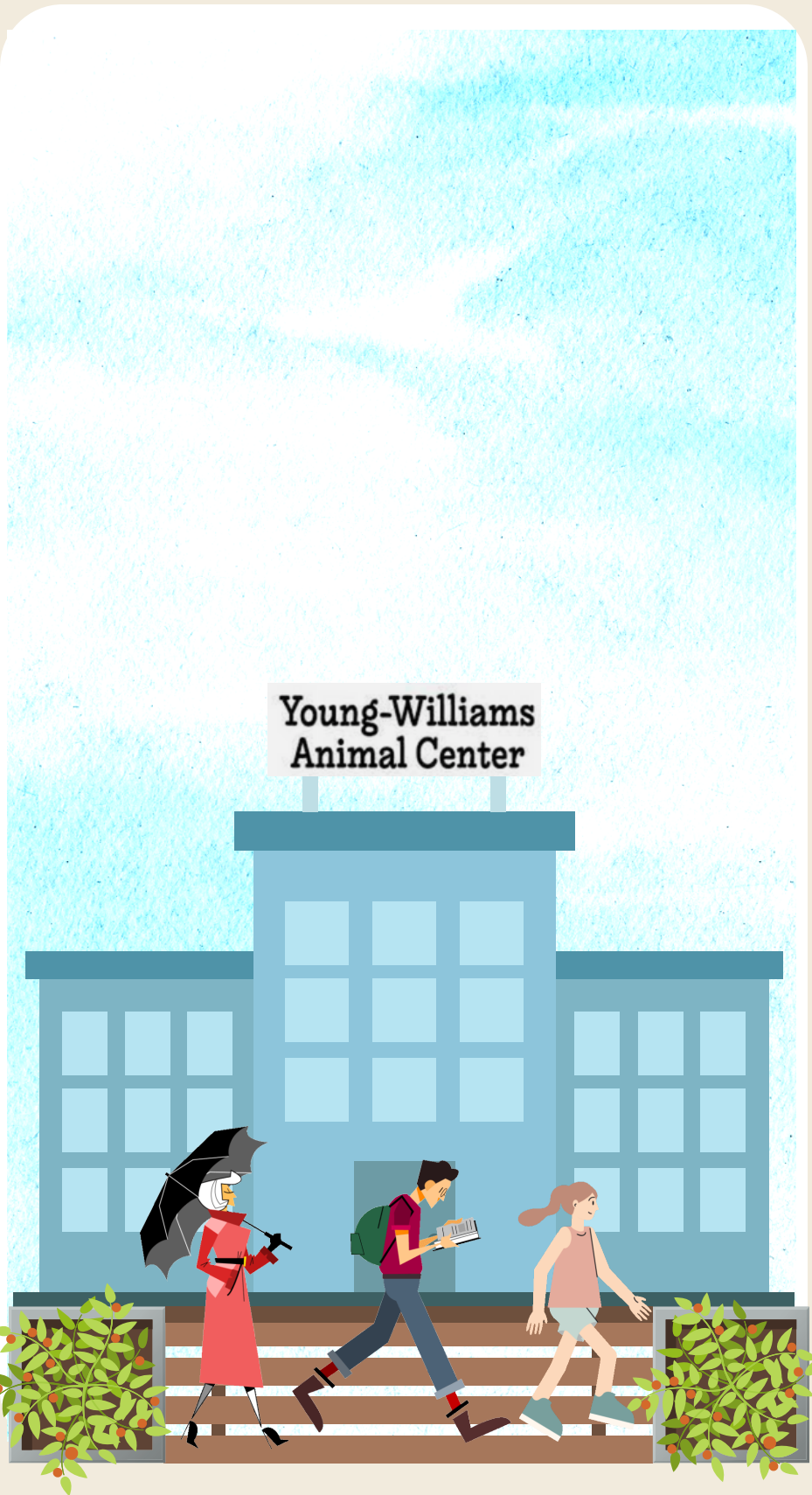
**3** INSPIRATIONAL: Both the customers and employees will get excited about the new retail area and added ease to the overall experience





# STORYBOARD

START



FINISH

